

1 I CLAIM:

2 1. A method of facilitating delivery of traffic messages comprising:  
3 obtaining data indicating a plurality of traffic conditions on a road network in a  
4 geographic region, for each of said traffic conditions said data provides a location  
5 description;  
6 for each of said traffic conditions, identifying at least one broadcast service area  
7 in which said traffic condition is located; and  
8 transmitting a plurality of traffic messages, each of said messages associated with  
9 a broadcast service area code identifying said broadcast service area in which said traffic  
10 condition is located.

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12 2. The method of Claim 1 wherein said broadcast service area is a  
13 metropolitan region.

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15 3. The method of Claim 1 wherein said broadcast service area is a portion of  
16 a metropolitan region.

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18 4. The method of Claim 1 wherein said broadcast service area is at least one  
19 county.

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21 5. The method of Claim 1 wherein said broadcast service area represents a  
22 portion of said geographic area within more than one country.

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24 6. The method of Claim 1 wherein said broadcast service area is a portion of  
25 a country.

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27 7. The method of Claim 1 further comprising:  
28 an end user computing platform receiving said traffic messages; and  
29 filtering said traffic messages to process only said traffic messages having said  
30 broadcast service area code matching at least one predetermined broadcast service area.

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1           8.     The method of Claim 1 wherein said predetermined broadcast service area  
2 is based upon considering at least one of: a current location of a end user computing  
3 platform, subscription information of said end user computing platform, a planned route,  
4 an extent of a map display and a end user specified broadcast service area.

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6           9.     The method of Claim 1 further comprising:  
7           an end user computing platform:  
8                 receiving said traffic messages;  
9                 identifying at least one broadcast service area in which said end user  
10 computing platform is located; and  
11                 filtering said traffic messages to process only said traffic messages having  
12 said broadcast service area code matching said broadcast service area in which said end  
13 user computing platform is located.

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15           10.    The method of Claim 1 wherein said plurality of traffic messages  
16 transmitted includes only said traffic conditions located in a predetermined broadcast  
17 service area.

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19           11.    The method of Claim 1 wherein said traffic messages are in ALERT-C  
20 format.

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22           12.    The method of Claim 11 wherein said broadcast service area code is  
23 included in a frequency information portion of said ALERT-C format.

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25           13.    The method of Claim 11 wherein said broadcast service area code is  
26 included in a service provider message.

1           14.    A method of facilitating delivery of traffic messages comprising:  
2           defining a plurality of broadcast service areas;  
3           obtaining data indicating a plurality of traffic conditions on a road network in the  
4           country, for each of said traffic conditions said data provides a location reference code  
5           indicating a location of said traffic condition;  
6           for each of said traffic conditions, identifying at least one of said broadcast  
7           service areas in which said location reference code is located; and  
8           transmitting a plurality of traffic messages comprising said traffic conditions  
9           located in a predetermined broadcast service area.

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11           15.    The method of Claim 14 further comprising, prior to said transmitting  
12           step, identifying traffic conditions located in said predetermined broadcast service area,  
13           wherein only said identified traffic conditions being transmitted as said plurality of traffic  
14           messages.

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16           16.    The method of Claim 14 wherein said traffic messages being associated  
17           with data indicating said predetermined broadcast service area.

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19           17.    The method of Claim 16 further comprising:  
20           an end user computing platform receiving said traffic messages; and  
21           filtering said traffic messages to process only said traffic messages having said  
22           broadcast service area code matching at least one predetermined broadcast service area.

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24           18.    The method of Claim 14 wherein said traffic messages are in ALERT-C  
25           format.

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1           19.    A traffic message providing data indicating a traffic condition on a road  
2 network in a geographic region, said traffic message comprising:  
3           a location reference code of said traffic condition;  
4           an event code of said traffic condition; and  
5           a broadcast service area code representing a broadcast service area in which said  
6 traffic condition is located.

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8           20.    The traffic message of Claim 19 wherein said broadcast service area is a  
9 metropolitan region.

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11           21.    The traffic message of Claim 19 wherein said broadcast service area is a  
12 portion of a metropolitan region.

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14           22.    The traffic message of Claim 19 wherein said broadcast service area  
15 represents a portion of a country.

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17           23.    The traffic message of Claim 19 wherein said broadcast service area  
18 represents a geographic area within more than one country.

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20           24.    The traffic message of Claim 19 wherein said traffic messages are in  
21 ALERT-C format.

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23           25.    The traffic message of Claim 24 wherein said broadcast service area code  
24 is included in a frequency information portion of said ALERT-C format.

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26           26.    The traffic message of Claim 24 wherein said broadcast service area code  
27 is included in a service provider message.

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